

SPECIAL OFFERS IN EYEWEAR



— OPTICAL DEPARTMENT —
GAMAGES · HOLBORN · LONDON · E.C.1

Telephone : **HOLborn 8484.**



For nearly half a century Gamages Optical Department has been renowned for the supply of well-fitting and modern eyewear at extraordinarily low charges. A reputation of this kind is highly prized, but by no means easily acquired.

It has been essential during this long period for Gamages to keep at least abreast if not ahead of every advance and change in design and practice. The British Public has rightly been led to expect a very high standard of ability in the men who take care of the Nations' eyes. Nowhere can they be more certain of finding that ability and of obtaining a full and careful examination coupled with complete comfort and courtesy than in Gamages Optical Department.

As many of our clients already know this Department has been recently completely redesigned. New sight testing and consultation rooms were built and fitted with the latest and most modern equipment for the examination of the eyes. Fully qualified opticians are in constant attendance, and glasses are supplied only when the wearing of them promises to be of great benefit. All cases of disease or highly abnormal conditions of the eyes are immediately referred to an ophthalmic surgeon.

The following pages illustrate some of the more popular styles of fashionable eyewear. Your final choice of a frame is best made with the help of one of our qualified consultants. They take a keen interest in ascertaining that every client is supplied with a frame which in addition to being a perfect and comfortable fit is eminently suitable to his or her type of features.

You can in fact rest assured that in every respect——

YOUR EYES ARE SAFE WITH GAMAGES.

WELLCOME
LIBRARY

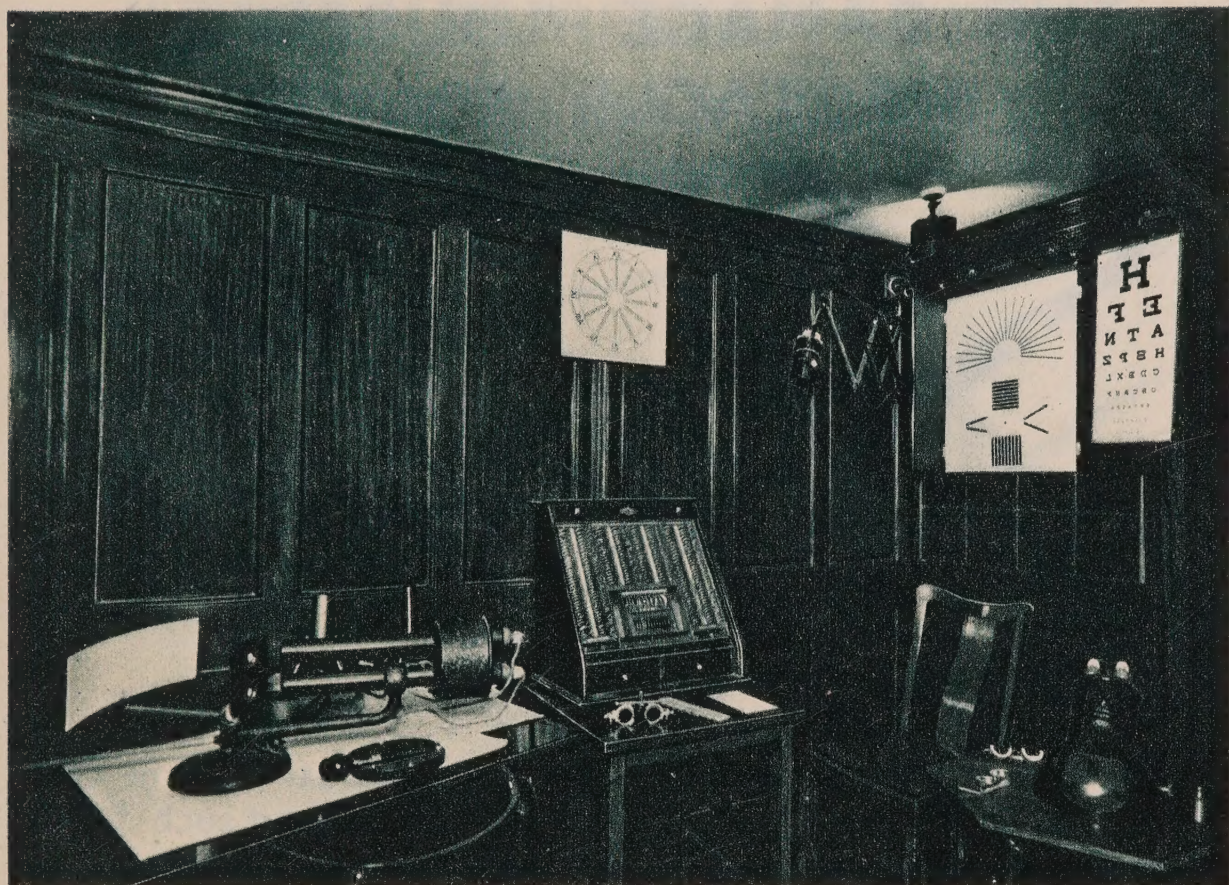
General Collections

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3966



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The above illustrates one of our many consulting and sight testing rooms.

Instruments and equipment of various kinds are available to ensure absolute thoroughness of examination.

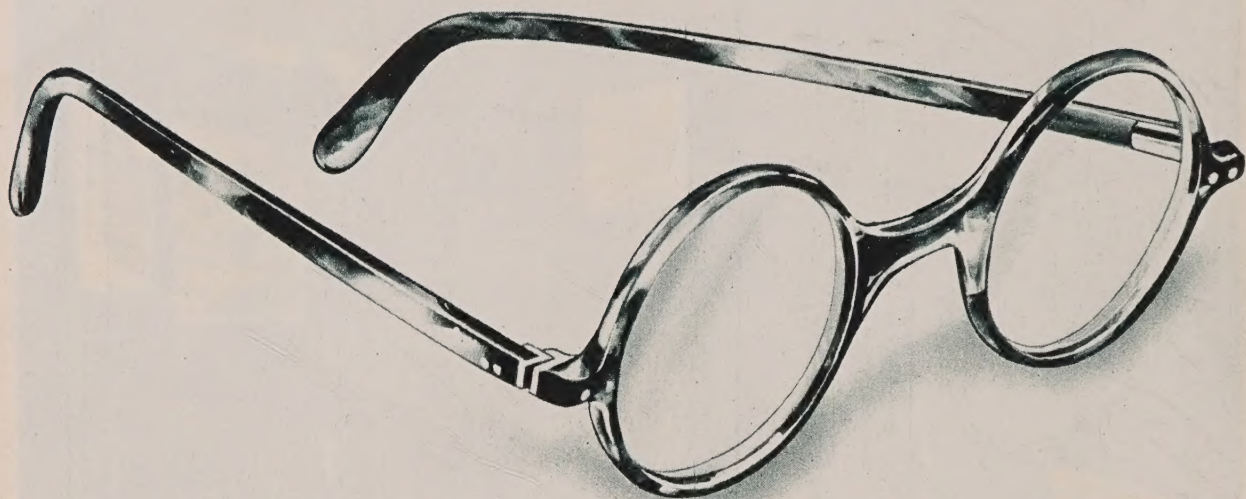
At the same time the comfort of the Customer has not been overlooked, and your eyes are tested in complete privacy.

All prices shown throughout this list for glasses include sight testing by a qualified optician.

Prices quoted for a complete pair of spectacles include flat spherical lenses. Astigmatic, Domiscus and Bifocal lenses are—of course—extra, but offered at exceptionally low prices.

GAMAGES HOLBORN LONDON E.C.1. Telephone : HOLborn 8484

THE GAMAGE "DURESTA" SPECTACLE FRAME



This smart and comfortable form of eyewear has, in the comparatively short space of two years, achieved such fame that it really needs no introduction.

Constructed of a special imitation tortoiseshell material which possesses remarkable wear-resisting properties, the "Duresta" Frame is at the same time exceedingly light and, when suitably fitted, very becoming in wear. It is available in a variety of tasteful mottled colourings.

The outstanding feature of the "Duresta" Frame is the fact that it is **FULLY GUARANTEED AGAINST ACCIDENTAL BREAKAGE FOR A PERIOD OF TWO YEARS FROM DATE OF PURCHASE.**

The relief of mind which this knowledge brings to the wearer need not be emphasised. You have the assurance that your spectacle frame is practically unbreakable, but that should it by any chance break within a period of two years the damage will cost you nothing.

PRICE

Frame only
Usually 17/6.

10/6

or complete with Flat Spherical Lenses, and including sight testing by a qualified optician.

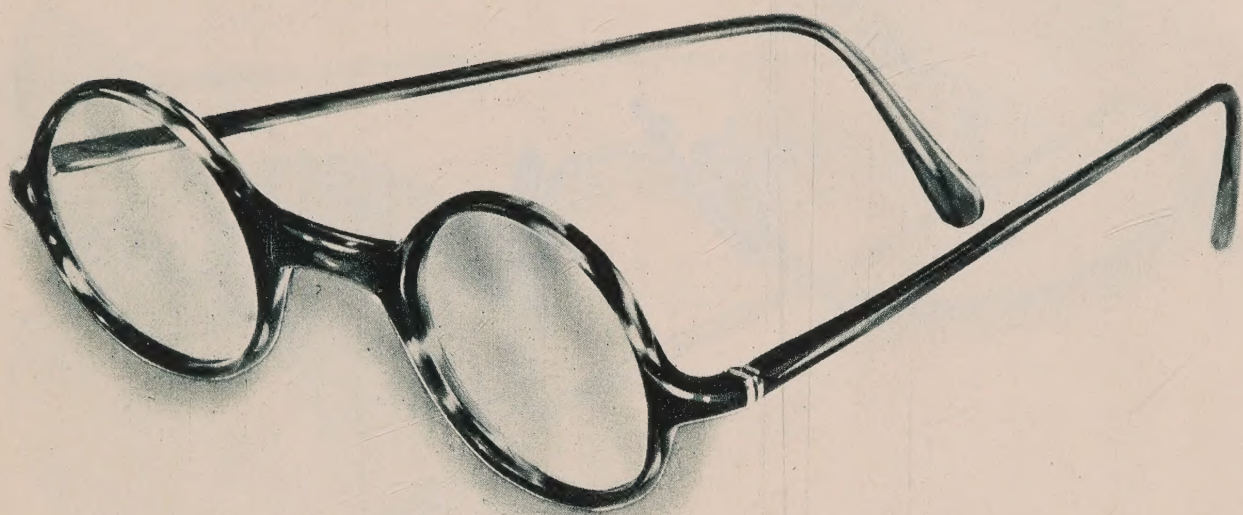
Usually 30/-.

15/6.

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THE “ DURESTA ” WITH “ CONFORM ” JOINTS



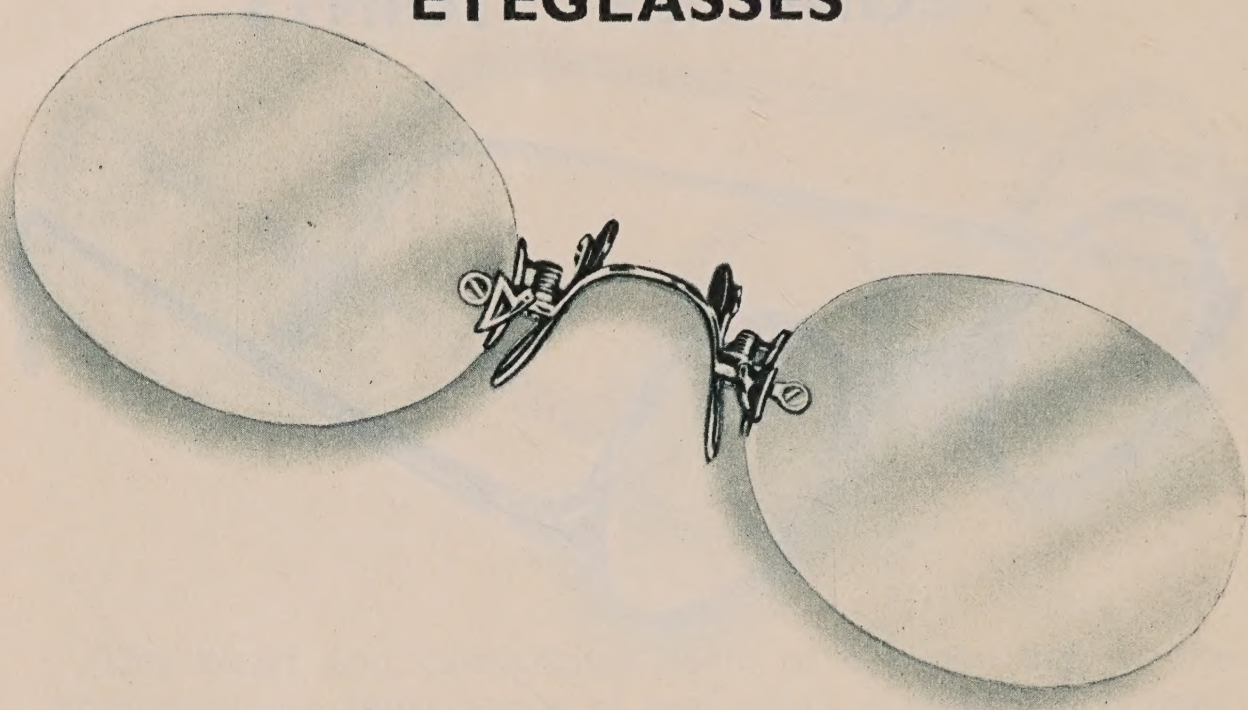
The “ Conform ” Joints are a registered design for certain spectacle frames. They give a very neat and pleasing “ stream line ” effect to the appearance of the frame in wear.

Naturally this particular style does not appeal to—and indeed does not suit—everyone, but we are glad to be able to offer it to those whom it pleases, and we are particularly glad to be able to offer it at no increased charge over the standard “ Duresta ” frame, although the usual price of similar frames throughout the country is in the region of 21/-.

Call and inspect this modern design, and obtain the advice of our consultants as to which style of “ Duresta ” suits you best.

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ROLLED GOLD RIMLESS EYEGLASSES



This is a style of eyewear which, owing to its neatness, lightness and compactness has been popular for many years, and indeed seems likely to remain so for many more.

Rimless Eyeglasses are particularly inconspicuous in wear, and are thus especially favoured by those who do not wish to draw attention to the fact that they wear glasses.

SPECIAL PRICE COMPLETE

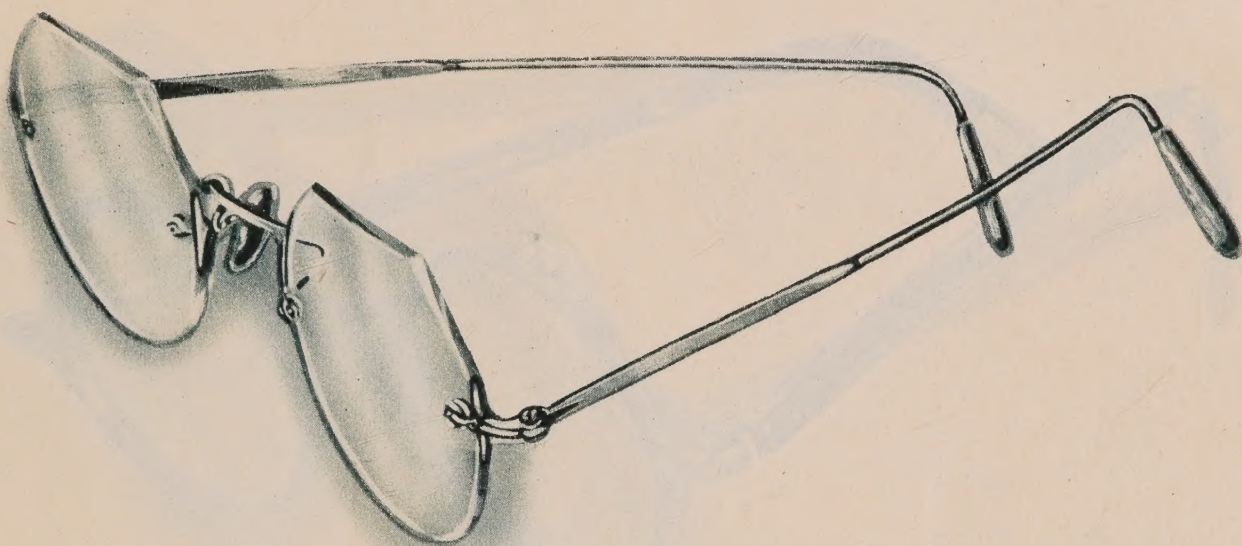
8/6

Usually 15/-

In addition to the ordinary oval-shaped lenses as illustrated, these Glasses can be fitted with specially shaped lenses to suit various types of features at slight extra cost.

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RIMLESS SPECTACLES WITH SHAPED LENSES



This is one of the most beautiful styles of eyewear available to-day.

Of the very latest design, it is rapidly growing in favour. The attraction of this type lies in the fact that various shapes of Lenses can be fitted to conform to the wearer's features, thus greatly increasing the æsthetic effect.

So called "Hockey End" sides can be fitted (as illustration), or if preferred the ordinary "curl" side, which fits snugly round the ears and gives greater security, can be fitted.

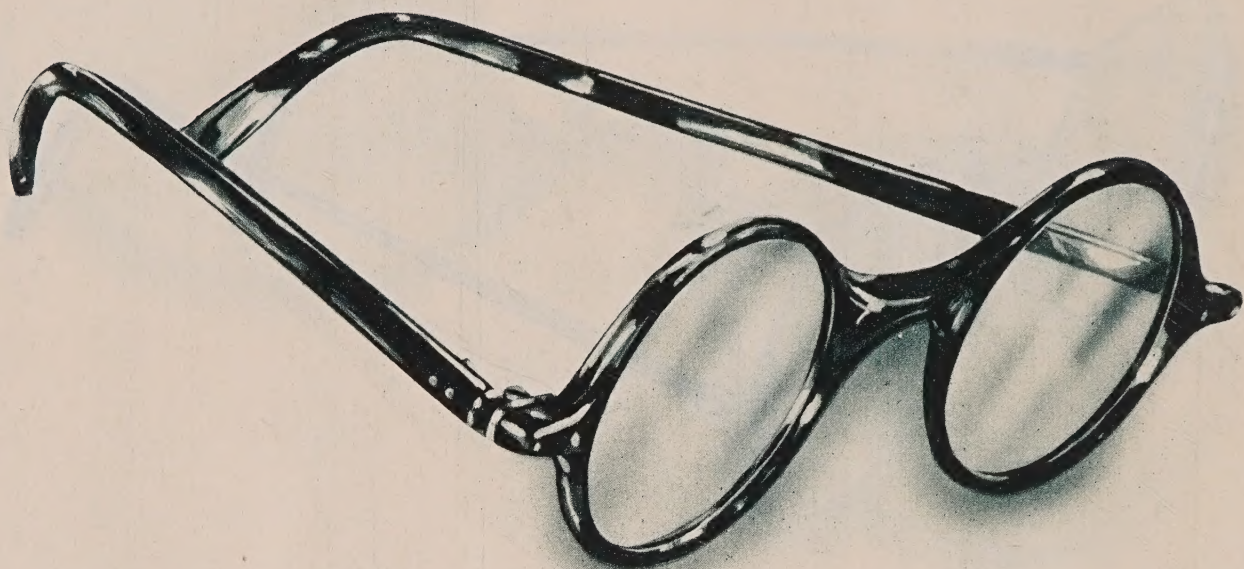
SPECIAL PRICE COMPLETE

25/-

Usually £2 2 0d.

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THE FASHIONABLE "SHELLITE" SPECTACLES



Excellent imitations of real Tortoiseshell in dark and light mottlings are now available in this style of frame.

"Shellite" spectacles being exceptionally light remain comfortable during long periods of wear. The conveniently shaped sides enable the Glasses to be rapidly slipped on and off without trouble.

The frames are reinforced at the joints with a strong metal fitment, and at our special price they represent really excellent value.

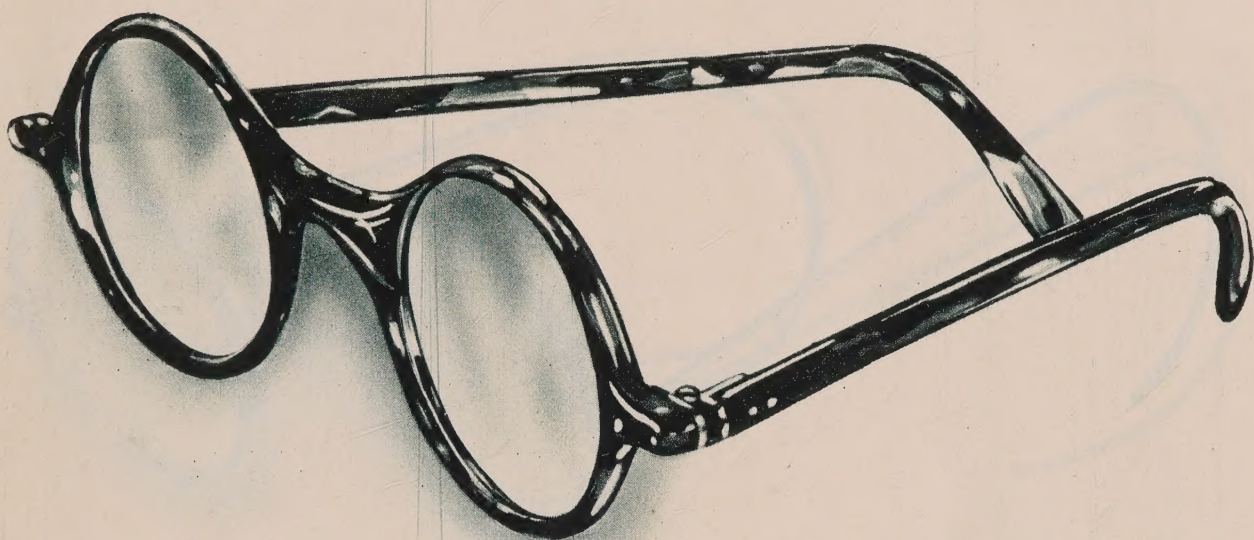
SPECIAL PRICE COMPLETE

12/6

Usually 21/-

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REAL TORTOISESHELL SPECTACLES



Real Tortoiseshell spectacles at remarkably low prices, are one of Gamages specialities. Both the raw material and the finished article are chosen and examined with the greatest care. The frames are beautifully polished, and many are hand finished by skilled London craftsmen.

We do not supply frames of cheap black Tortoiseshell, but of an attractive dark mottled colour——a shade eminently suitable for dark and fair complexions alike.

Real Tortoiseshell is one of the most suitable materials for spectacle frames. It is durable and of pleasing appearance and we can thoroughly recommend this style of frame.

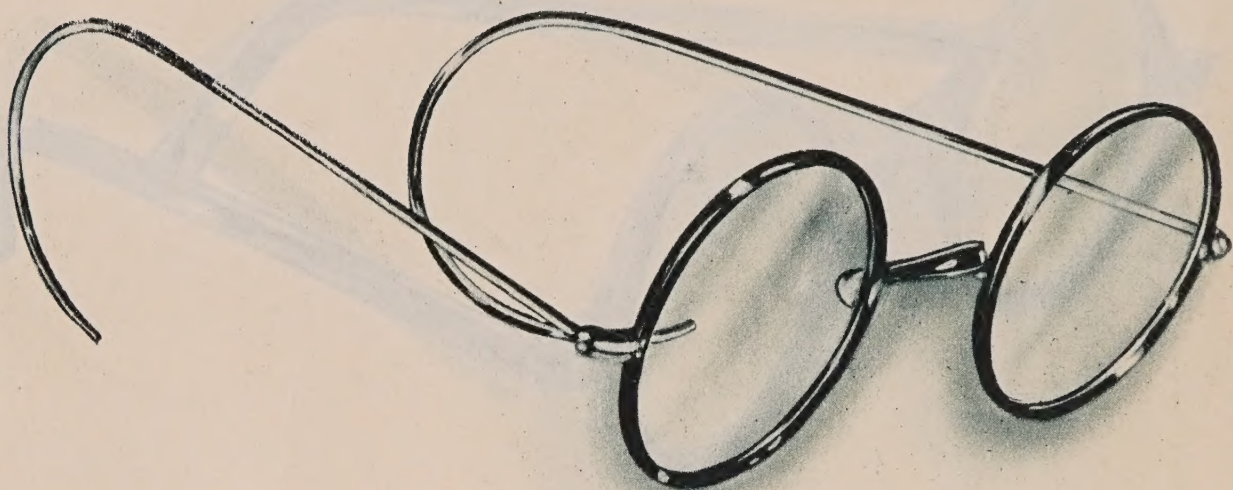
SPECIAL PRICE COMPLETE

17/6

Usually 35/-

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THE POPULAR "HURLINGHAM" SPECTACLES



These frames are made of fine quality stout rolled gold, with beautifully mottled "Shellite" covered rims. The mottling is so designed that the frames are suitable for all complexions.

The quality of the rolled gold ensures exceptionally long life for this frame, which also has the advantage that it is light and comfortable, and still remains rigid and correctly adjusted after much use.

SPECIAL PRICE COMPLETE

12/6

Usually 21/-

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THE GAMAGE "ZEPHYR" SPECTACLES



This is a similar style frame to the "Hurlingham" but it has the considerable additional advantage of a specially designed bridge fitted with small side pads for extra comfort.

These pads prevent the metal part of the bridge from resting across the nose, and thus any possibility of a permanent mark being made is eliminated.

Properly adjusted, these spectacles are in wear almost as light as a feather.

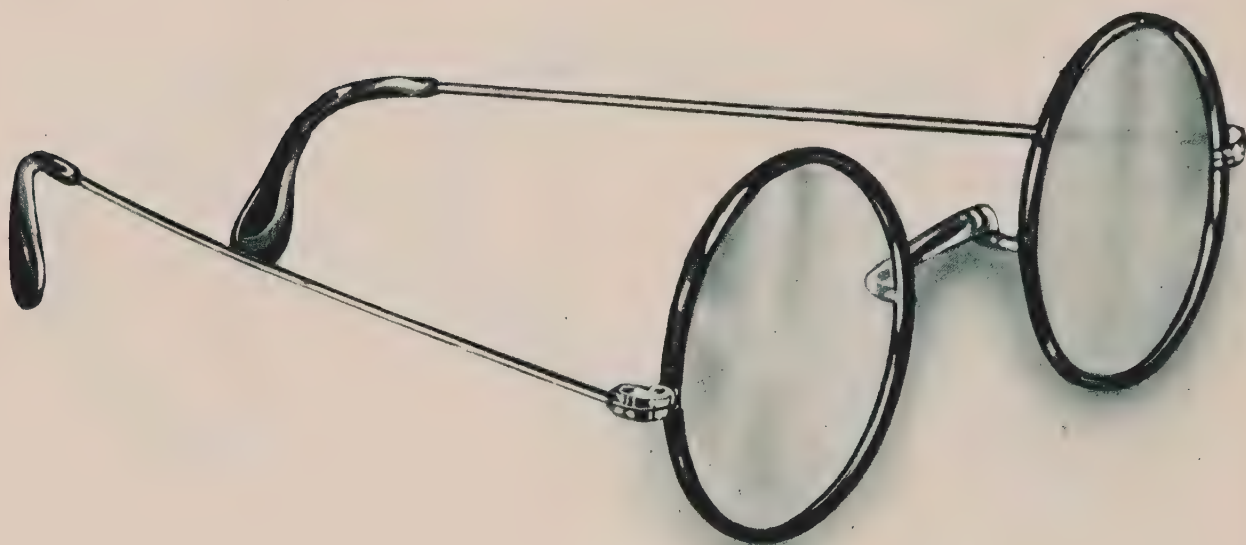
SPECIAL PRICE COMPLETE

15/6

Usually 25/-

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“LIBRARY” SPECTACLES FOR CLOSE WORK



This is a particularly suitable style of frame for reading. The rims are of mottled “Shellite” specially reinforced with rolled gold eyewires.

Stout rolled gold sides fitted with “Shellite” pear-ends enable the frame to be easily slipped on and off.

The advantageous properties of long wear and durability described in the case of the “Hurlingham” and “Zephyr” spectacles are also found in this frame.

SPECIAL PRICE COMPLETE

15/6

Usually 30/-

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“ SUPER COMFORT ” SPECTACLES



An exceedingly well designed frame. The stout rolled gold sides of fine quality are half covered with mottled “Shellite.” The uncovered curl ends of the side are manufactured in special coiled rolled gold ensuring great flexibility and softness in wear.

A broad and deeply curved bridge is fitted, ensuring perfect comfort across the nose. This style of frame can be thoroughly recommended for great wear-resisting properties, and owing to its strength is particularly favoured for sports wear.

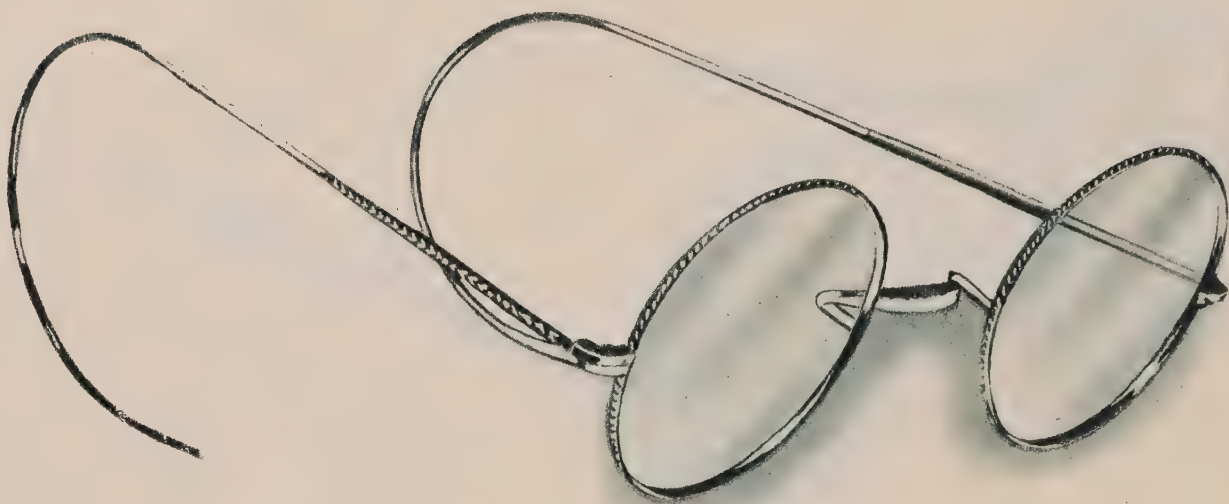
SPECIAL PRICE COMPLETE

15/6

Usually 30/-

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ENGRAVED ROLLED GOLD SPECTACLES



This style of frame represents a new trend in modern eyewear. The beautifully engraved rims and sides are available in both yellow and white rolled gold, and in combinations of both.

In white rolled gold these frames are particularly suitable for formal and evening wear, but the fact that they are at the same time smart and inconspicuous renders them popular with many people for constant use.

SPECIAL PRICE COMPLETE

12/6

Usually 25/-

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LATEST TYPE COMPACT FOLDING SPECTACLES



Folding Spectacles are one of the novelties in eyewear which are ever increasing in popularity. They are available in either imitation or real Tortoiseshell and form ideal reading glasses. They fold into a case little larger than a watch, which can be comfortably carried in vest pocket or handbag.

Available in a large variety of pleasing shades and mottlings.

Imitation Tortoiseshell,
COMPLETE FROM

£2 2 0

Real Tortoiseshell,
COMPLETE FROM

£3 10 0

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LORGNETTES



The uses of a Lorgnette are innumerable. They are particularly handy when Shopping, or visiting a Restaurant, Theatre, or Exhibition.

One of the chief objections hitherto raised against them has been their costliness. We are now, however, able to offer Lorgnettes at prices as low as those of our other Eyewear, and in spite of this, the design and finish of Gamage Lorgnettes are more attractive and smarter than ever.

SPECIAL PRICES

In Engraved Platinum, complete from

12/6

In Engraved Rolled Gold, complete from

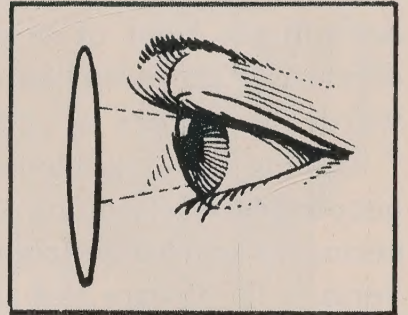
21/-

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SOME FACTS ABOUT LENSES

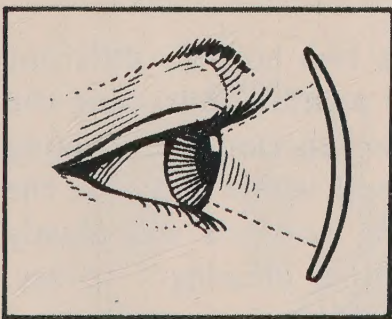
1. FLAT LENSES.

The earliest form of spectacle lens in popular use we now call "flat" lenses. Since a lens must have a curved surface it obviously cannot be actually flat, but the term has fallen into use to differentiate from the style of lens described below.



The disadvantage of a "flat" lens is that it does not permit of perfect vision at or through its outer edges, although, of course, correct through the centre of the lens. Objects obliquely regarded appear blurred or distorted, and in some cases this marginal error of the lens can actually cause a certain amount of eyestrain.

2. THE GAMAGE "DOMISCUS" WIDE ANGLE LENSES.

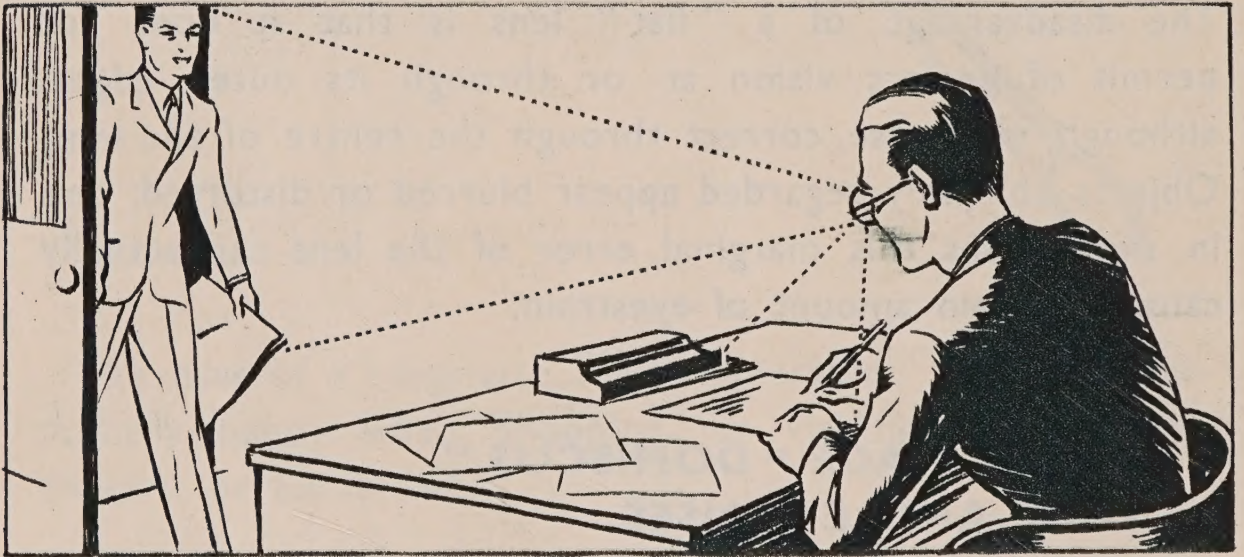


These lenses are specially curved to an accurately calculated mathematical formula. This "bending" or special curving of the lens to a great extent corrects the defect of blurred marginal vision which a flat lens often gives as explained above. In practically all cases therefore Gamage "Domiscus" lenses are advisable, and for people who require a large field of clear vision, e.g. Motorists, Sportsmen, etc., their use is practically essential.

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BIFOCAL LENSES

At the age of approximately 40, practically everyone begins to feel the need of reading glasses. The eyes no longer readily focus themselves with comfort for long periods of close work, and some help for them in the form of reading glasses becomes advisable. If a person has already been in the habit of wearing glasses, an additional pair fitted with quite differently powered lenses become necessary for close work. In other words two pairs of glasses known respectively as "Distance" and "Reading" glasses come into use. Now upon reaching this stage many people are worried and annoyed by the frequency with which it becomes necessary to change from the Distance pair to the Reading pair and vice versa. To obviate this annoyance Bifocal lenses were devised.



A Bifocal lens is in effect a lens which contains two entirely different prescriptions——generally the upper and larger portion containing the distance prescription, and the lower and smaller portion the reading prescription. A grave objection to the first Bifocal lenses was that the line of division between the distance and reading portions was plainly visible to others, and its appearance was not altogether pleasing. To-day, however, Gamages are in a position to supply Bifocal lenses in the curved Domiscus form wherein the line of division is absolutely invisible.

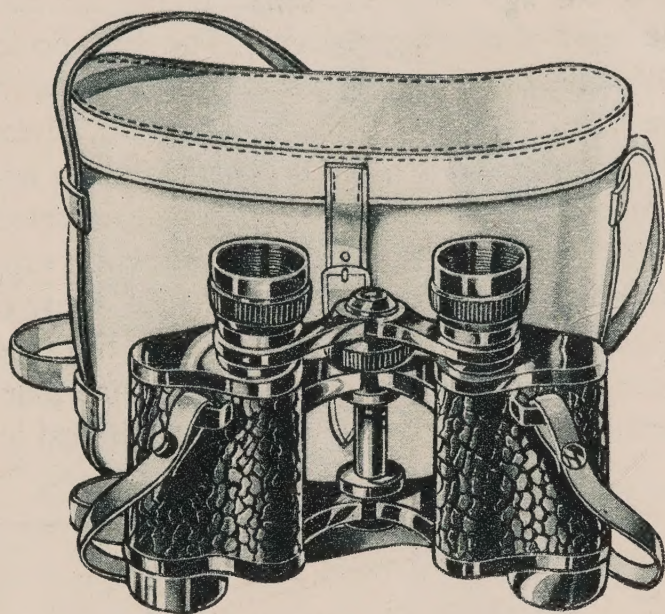
Spectacles fitted with such lenses are a real boon. Not only do they save time and temper, but in many cases their cost is actually less than would be that of the two separate pairs of glasses.

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REMARKABLE BARGAINS IN FIELD GLASSES & TELESCOPES

A wonderful offer of the famous Longchamp Prism Binoculars. We have a small number of these excellent Binoculars, and can offer only while present stocks last.

The glasses are beautifully made with damp and dust-proof leather-covered body. Bending-bar for adjustment to all eye-widths. Central screw focussing, with right eye-piece separately adjustable to compensate differences in vision of user. Magnification 8x. Diameter of object glass 25 mm. Large clear field, remarkably free from chromatism and aberration. Supplied complete in leather case with lanyard and strap.



Foreign

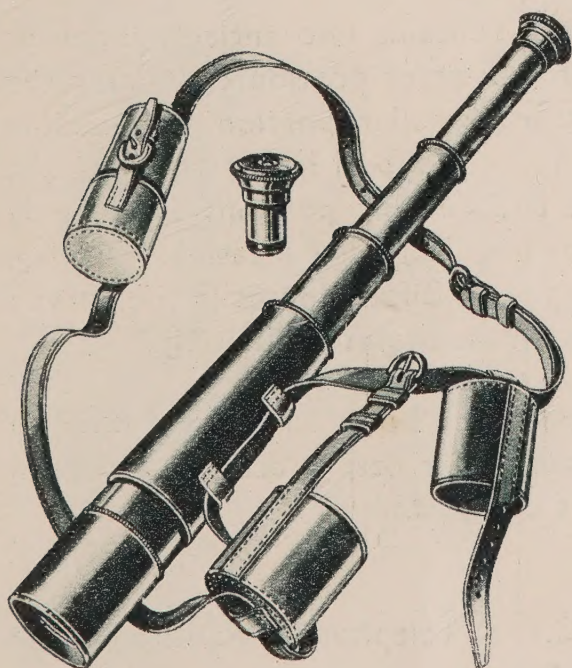
Usually £4 4s. 0d.

SPECIAL PRICE

59/6

GOVERNMENT MODEL 2-POWER TELESCOPE.

Precision made throughout by a leading London manufacturer. Heavy Bronzed Brass Body, covered Calf leather. Caps and Sling and Sliding Sunshade, Dust Covers to eye-pieces. Fitted with two interchangeable eye-pieces enabling magnifications of 15x. or 30x. to be obtained as required. Objective diameter 2.1 inches.

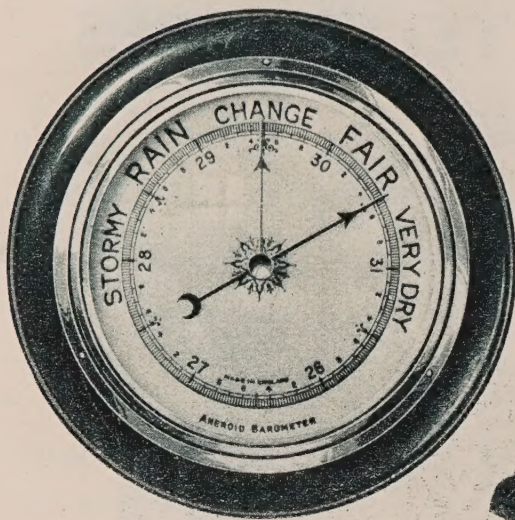


To-day's Value £6 15s. 0d.

**SPECIAL
PRICE**

75/-

BARGAINS IN BAROMETERS



ATTRACTIVE CIRCULAR BAROMETER

This well made oak barometer is 8" in diameter and can definitely be relied upon. It is London made and well finished. Fitted with 5½" Silver effect dial.

Price **8/11**

Carriage 1/-

Ditto, with chromium-plated metal fittings, Price 9/11. Carriage 1/-.



LONDON MADE PENDANT BAROMETER

In hand carved Solid Oak, and complete with thermometer. We believe this to be the lowest priced pendant barometer ever offered. Guaranteed accurate. Size 23" x 7½".

Price **14/9**
Carriage 1/-

FULL SIZE PENDANT BAROMETER

Beautifully made in Solid Oak, this barometer is artistically hand carved. It is a most useful and attractive instrument, offered at a price which is definitely the lowest ever asked for such quality. Size 28" x 10".

Price **21/-**
Carriage 1/-

FULL SIZE PENDANT BAROMETER

In Solid Oak. Hand carved in attractive designs. Fitted with first class reliable movement and chromium-plated metal fittings. Opal or Silver Finish Face. Size 32" x 10".

Price **32/6**
Carriage Paid